

ABSTRACT

System, method, and computer program products for implementing techniques for efficient delivery of variable bit rate streaming media assets having a variety of data formats. An embodiment provides delivery system for use in client server computer architecture in which server provides streaming media assets to at least one client over computer network, wherein media assets can have plurality of data formats, including a packet producer that acquires a streaming media asset in packetized form and places time stamps on packets that specify delivery time for each packet, a time stamp packet queue containing the packets with time stamps in a first in, first out order; and a feeder module that removes packets from the time stamp packet queue and transmits the removed packets to a client via the computer network, transmission for each packet concluded at least by the specified delivery time in each packet.

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